

The Transportation Options Toolkit

You're a developer...
... or maybe a business owner.

Regardless, you are certainly aware of everything that matters to your success - location, cash flow, access to markets, product and service differentiation, and a productive work force. **Above all, you know what it takes for financial success.**

However, success often produces negative side effects. It occurs in all industries, and in all communities.

In Boulder, success with economic prosperity has produced more jobs than working-age residents. In order to fill these jobs, businesses like you pay a premium to attract new employees to Boulder from surrounding communities, or, risk losing the quality employees you attracted. This helps lend to high congestion levels leading both into and out of Boulder during the peak periods. Worsening traffic congestion is the most obvious and visible sign of an emerging transportation problem.

You may not realize it, but you are affected by transportation. If you are easily accessible without congestion, you will be able to attract **both** employees and customers alike.

Employers and developers throughout the United States, Canada, and Europe have discovered this problem - **and a way out!** Increasingly, businesses are offering new, low-cost transportation options to employees and tenants. The results have been dramatic - increased employee retention, improved accessibility to customers, and an improvement to the bottom line.

If you haven't discovered the power of transportation options program, then read ahead - before your competition beats you to it.

The Transportation Options Toolkit is provided by the City of Boulder as a service to all parties in the Boulder Valley. For detailed information, questions, or assistance, please contact:

The Transportation Options Toolkit

The Toolkit is designed specifically for employers and developers to help reduce congestion on Boulder's roads, provide better mobility, and ultimately provide an even better place to do business.

The cornerstone of transportation options is a set of travel-related strategies, aimed at managing the demand placed on the transportation system.

These strategies are innovative, proactive solutions to transportation issues, designed to offer a realistic choice for how to commute to work.

As commuters choose options that best suit them, congestion is reduced and productivity is enhanced. You win. Your employees win. We all win.

The Toolkit will help you to quickly and effectively design, implement, and track a transportation options program at your development or worksite. This Toolkit provides you with what's essential to build a plan specific to your worksite or development.

You win.
Employees win.
We all win.

Transportation Options and Your Program

Strategies that encourage the use of transportation options are interrelated and supportive of one another.

With over thirty (30) strategies to choose from, **it is up to you to decide the best mix of strategies that fit with your business strategy** and where you are situated.

We have provided a brief review of the choices available to you, including an indication of how effective they may be, how much they will cost to implement, and who is best suited for each strategy. More information can be obtained from GO Boulder.

The strategies are divided into five distinct sections: 1) Management and parking; 2) Facilities and design; 3) Efficiency; 4) Marketing; and 5) Incentives.



An effective Transportation Options Plan combines elements in each section.

At a minimum, marketing and incentives should be used to complement any facilities, design, or management strategies.

Briefly, we will help you design your Transportation Options Plan. The instructions will be slightly different for Employers from that of Developers and Property Managers. For these sections, please use your attached worksheet.

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The business environment today is competitive, and employers are finding it increasingly difficult to recruit and retain quality, skilled employees. Employers nationwide are discovering that transportation issues are often at the core of employee turnover.

You may have witnessed many negative impacts as a result of congestion in Boulder:

- Employee retention and recruitment problems
- Employee productivity problems
- Employee stress
- Increasing difficulty in attracting customers
- Need for additional parking

Transportation Options can be an innovative, proactive solution for these issues. Countless businesses offer Transportation Options as a way to improve employee productivity and morale. **Not to mention, these businesses also have seen significant employer and employee cost savings!**

There are many ways Transportation Options benefit employers and developers:

- Increased access to employees who live far away
- Increased parking availability
- Ability to avoid congestion and rush hour
- Avoid business interruptions (such as due to bad weather)
- Improve the attractiveness and functionality of the worksite
- Reduce Federal taxes – both for employers and for employees
- Improve community relations

The Bottom Line

Transportation Options can save employers and employees money!

Programs can reduce or eliminate the need for new parking, recruitment expenses, office needs, and other personnel expenditures. Additionally, Federal tax law allows employees to use pre-tax income for transportation-related expenditures. This reduces costs to the employee and the employer, due to savings in labor taxes.

Example: Financial Benefits of a Transportation Options Program

<u>Without</u> Program	<u>With</u> Program
Give employees a \$780 raise for the year	Give employees \$780 in Transportation Options
Cost to business: \$840 (salary + FICA)	Cost to business: \$470 (salary - corporate tax deductions)
Salary increase for employee: \$455 (salary - taxes)	Salary increase for employee: \$780 (tax free benefit)

More money for you and your employees!

How To Build a Transportation Options Plan

Success in your Transportation Options Plan will be determined by how well you understand your location and the strategies that have the best opportunity to succeed there. Certain strategies will have a greater chance for success based upon where you are located and how convenient are the bus and bicycle networks. You should ask yourself the following questions - how you answer will help you focus your attention upon certain strategies.

Q *How close am I to a bus stop? To a Community Transit Network bus route (like the SKIP or HOP)? To an RTD bus line (like the B or 208)?* The closer you are to bus services (such as less than two blocks), the more likely strategies oriented to transit will be successful. If you are located further away from these services, or, if the connection to the city's services are inconvenient, then strategies that offer transit incentive will not be as successful.

Q *How close am I to a dedicated bike path? To a bike lane on the roads? Are the roads to my worksite easily accessible by bicycle?* Similar to transit, strategies that emphasize bicycling will be more successful if getting to your worksite is easy by bike.

Q *How much is parking a concern? Can parking spaces be reallocated easily? Are you located in an area already constrained by parking?* Transportation options are most effective when the developer or employer can manage parking.

Q *FOR EMPLOYERS: Do you have flexibility in work schedules? Can at least 20% of your employees telecommute? Do employees have the ability to shift their time of work?* If so, then efficiency strategies can be effective. If not, then you should concentrate on other packages of strategies.

Of course, you know your business better than anyone else. Many of the transportation options strategies may provide you with a competitive advantage for your labor strategy or real estate investment - however, that is something that only you can determine. Questions you may want to ask yourself as you review the strategies for your plan include:

Q *Do I have competition for quality employees? If I don't offer a transportation benefit, and my competitor does, will that be a factor in the potential employee's decision?*

Q *Will design decisions or onsite amenities make my site any more attractive to attract or retain tenants?*

Q *What are the long-term costs of not-implementing a strategy compare with the short-term costs of implementing a strategy? Are there any "opportunity costs" to keep in*

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We're ready to walk through the process of building your plan!

Step One: Your Contact Information

Complete the contact and description information under Section One on the worksheet. If this Plan is related to a development application, please give the assigned application number.

Step Two: Your Proposed Strategies

In the Transportation Options strategies listed on the following page, you will notice three columns - Effectiveness, Cost, and Who. These columns are important in building your Transportation Options Plan.

Effectiveness: Describes the average level of effectiveness each strategy can have in reducing traffic and improving mobility. The higher the rating, the better the effectiveness

Cost: Generally describes the cost for implementing the program per employee.

X - no cost / cost savings

\$ - low cost (less than \$10/year)

\$\$ - medium cost (\$10 - \$30/year)

\$\$\$ - high cost (more than \$30/year).

Where: Identifies who would be the likely implementer of this strategy - either Employer (E) or Developer (D).

This worksheet builds your Transportation Options Plan from the Effectiveness rating. Select strategies until your combined effectiveness totals twelve (12) points or more. Remember, a mixture of different strategies will be more successful.

You should keep cost in mind when you select strategies, but do not let it be your key criteria. Be sure to select strategies only that you feel you have the requisite authority or ability to actually implement.

List your strategies by name in Section Two of the worksheet.

Step Three: Your Proposed Tracking and Evaluation

As with any program, it is important to occasionally review and evaluate your program for success. Please describe, briefly, how you intend to track your program. A few suggestions include:

- Web-based survey of employees once-a-year
- Driveway counts at peak hour once-a-year
- Ongoing timesheet tracking

Step Four: Submit Your Plan!!!

Transportation Options Strategies

Management and Parking Strategies			
Description	Effectiveness	Cost	Who
<u>Clustered Parking</u> – parking spaces are limited and built in clusters, providing more space and paths for pedestrians	4	\$\$	D
<u>Incidental Use Parking</u> – spaces dedicated for use by an occasional driver, such as a transit rider who must drive to work on occasion	3	X	D / E
<u>Parking Cash Out</u> – provides employees with a choice: receive a parking space or receive the cash equivalent of the space	10	\$\$\$	D / E
<u>Parking Charges</u> – can be set for cost recovery to the employer or developer, or, be variable based upon time of day and length of parking	10	\$	D
<u>Parking Management</u> – balances the number of parking spaces relative to the availability of transit and other services	8	X	D / E
<u>Preferential Parking</u> – provides designated parking spaces for carpoolers and vanpoolers near the front entrances	4	\$	D / E
<u>Unbundled Parking Leases</u> - spaces are not part of the office lease, with flexibility for the tenant to vary the number of parking spaces rented	8	X	D

Facilities and Design			
Description	Effectiveness	Cost	Who
<u>Bicycle Racks / Lockers</u> – provided to commuters to secure their bicycles once they have reached their employment site	3	\$	D / E
<u>Bicycle Station</u> – a dedicated space that provides secure and covered parking for bicycles, as well as facilities for cyclists to shower & change	6	\$\$\$	D
<u>Commuter Store</u> – a dedicated storefront that provides a location for obtaining commuter information, travel services, pass sales, etc.	5	\$\$\$	D
<u>Onsite Amenities</u> – provide retail and services, such as a cafe or a dry cleaners, to employees at the worksite	3	\$\$	D
<u>Protected Walk / Bike Corridors</u> – separate walking / bike traffic from parking spaces onsite, through separated paths and landscaping	4	\$	D
<u>Showers and Clothes Lockers</u> – allows for those who wish to walk or bicycle to work to “freshen up” after getting to work	3	\$\$	D
<u>Traveler Friendly Site Design</u> – a comprehensive design that features bicycle and walking amenities, bus stop accessibility, passenger loading zones, and other design strategies	5	\$	D

Efficiency Programs			
Description	Effectiveness	Cost	Who
<u>Compressed Work Week</u> – allows employees to receive a day off each week in exchange for working longer hours on other days each week	3	X	E
<u>Flexible Working Hours</u> – allows employees to alter their arrival and departure times slightly to accommodate commuting schedules	3	X	E
<u>Staggered Work Hours</u> – allows employees to regularly arrive & leave at times which can vary from as little as 15 minutes to as much as 2 hours	2	\$	E
<u>Telework Policies</u> – develops specific personnel policies that permit and encourage the use of teleworking at least twice per month	3	\$	E

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Marketing Strategies			
Description	Effectiveness	Cost	Who
<u>Bicycle Riders Guide</u> – a guide for your worksite that includes bike routes, locker and rack locations, and other pertinent information	1	\$	D / E
<u>Bike to Work Week</u> – this regional promotion provides commuters with the incentive to try commuting to work by bicycle for a week	2	\$	D / E
<u>Bus Riders Guide</u> – includes information on how to read a bus schedule, where to wait for the bus, and how to use the “bikes-on-busses” program	2	\$	D / E
<u>Employee Orientation</u> – orientation meetings provide new employees with the opportunity to learn more about travel to and from their worksite	2	\$	D / E
<u>Employee Transportation Coordinator</u> – this is an individual assigned the responsibility of helping employees with their commute to and from work	5	\$\$\$	D / E
<u>Special Events</u> – special promotions and events sponsored by the worksite to encourage the use of transportation options for the entire site	3	\$\$	D / E
<u>Travel Options Marketing</u> – provides brochures, maps, and other information to commuters either individually or in an information center	2	\$	D / E

Incentives Strategies			
Description	Effectiveness	Cost	Who
<u>Bicycle Loan Program</u> – provides a set of bicycles (to be tracked and maintained by the employer/building owner) for general employee use.	1	\$	D / E
<u>Car/Bike Sharing</u> – cars/bikes that are available for limited short trips by either members of the car/bicycle share program, or for a per-use fee	2	\$\$	D / E
<u>Commuter Club</u> – a program similar to “airline miles” by providing points or cash incentives to commuters who use transportation options	4	\$\$	D / E
<u>Free Bike Accessories</u> –headlamps and helmets, can improve the safety of bicyclists, and serve to encourage greater use of bicycle commuting	1	\$	D / E
<u>ECO (bus) Passes</u> – provide an incentive for “first time” users to try utilizing transit services to commute to work	4	\$\$	D / E
<u>Guaranteed Ride Home</u> – provides a free taxi ride home to those employees who fall ill, have an emergency, or are left stranded at work	3	\$	D / E
<u>Taxation Incentives</u> – are the federal, state, regional, and local tax rules that offer tax savings for both employees and employers	5	X	E
<u>Transportation Allowance</u> – provides a fixed allowance per month to be used for whatever mode of travel they choose, including parking spaces	6	\$	E
<u>Vanpool Empty Seat Subsidy</u> – ensures that as vanpools lose riders over time, the other riders maintain a consistent users fee	3	\$	E
<u>Vanpool Subsidies</u> – provide financial support to vanpool riders as an incentive to participate in a vanpool	5	\$\$	E

Transportation Options Worksheet

Contact Information

Company Name: _____ Application Number: _____
Worksite / Development Address: _____
Contact Address (if different): _____
Phone: (____) _____ Fax: (____) _____ Email: _____
Contact Name: _____ Applicant: _____

Baseline Information

Number of employees: _____
Do you offer free parking to employees? __ yes __ no
Do you currently offer any Transportation Options benefits? __ yes __ no

Proposed Strategies

List your proposed strategies and their effectiveness ratings:

Strategy Name	Effectiveness Rating
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
TOTAL RATING (SUM OF ABOVE): _____	

Tracking and Evaluation

Please briefly describe the nature of how you will track and evaluate the success of your program:

Signed: _____

Date program will start: _____

Title: _____
